

Merchants Millpond State Park

Summary

Merchants Millpond State Park is located in the East District in Gates County.

Merchants Millpond State Park Visitors

In 2004, there were 197,830 visitors to Merchants Millpond State Park. Of those, 18 percent (35,432) were from Gates County (locals); 75 percent (147,634) were primary purpose, non-local visitors (visitors residing outside of Gates County that are in the area for the primary purpose of visiting the park); and 7 percent (14,763) were casual use, non-local visitors (visitors residing outside of Gates County that are in the area for other reasons than visiting the park) (Figure 57).

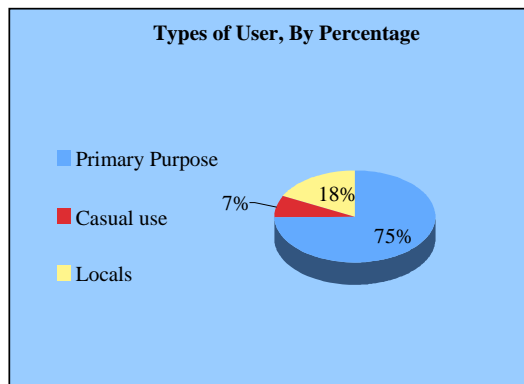


Figure 57. Merchants Millpond - Types of Visitors

Visitors typically enjoyed canoeing and kayaking, picnicking, camping and hiking (Figure 58).

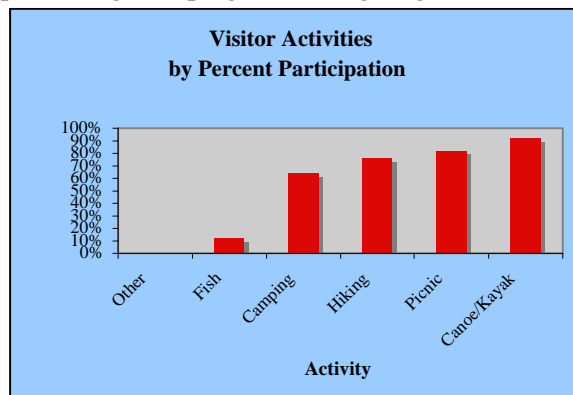


Figure 58. Merchants Millpond - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Gates County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,399,088 while visiting the region. The bulk of that amount was spent on groceries, auto expenses, and dining out (Figure 59).

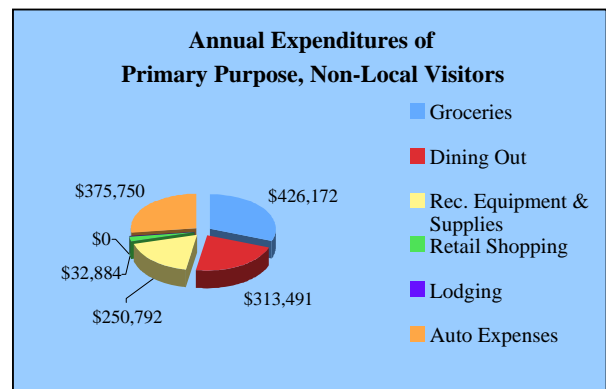


Figure 59. Merchants Millpond - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Merchants Millpond are especially important to the local economy. They bring and spend dollars from outside Gates County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Merchants Millpond State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,276,765. Most of this impact occurred in the form of spending for groceries, dining out, and auto expenses (Figure 60).

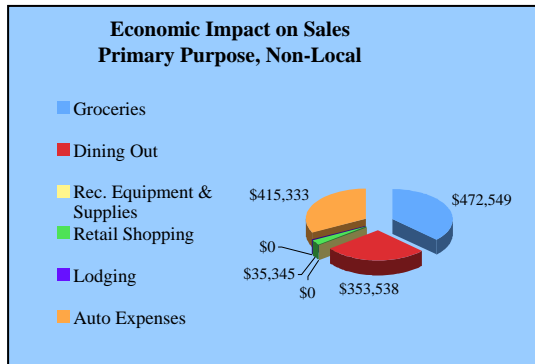


Figure 60. Merchants Millpond - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$467,043 (Figure 61). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

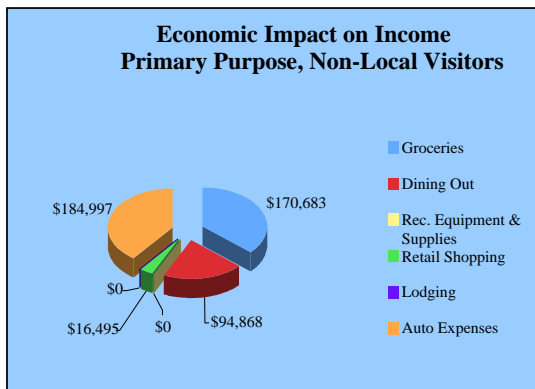


Figure 61. Merchants Millpond - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 47.7 full-time equivalent jobs in Gates County (Figure 62).

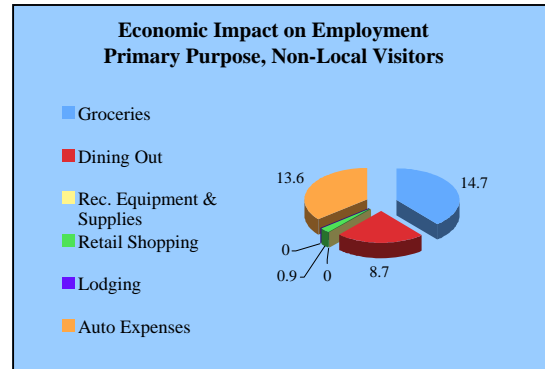


Figure 62. Merchants Millpond - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$392,751. Table 14 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 14. Merchants Millpond - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$453,105	\$1,729,870
Personal Income	\$339,029	\$806,072
Employment	9.8	47.7

How the State's Investment Benefits Gates County

The state's operating budget for Merchants Millpond State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Merchants Millpond for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Merchants Millpond State Park, that ratio is 1:2.2. Therefore, local residents receive a benefit of \$2.20 for every dollar the state invests.